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Oregon Wine Board Meeting Minutes December 8, 2015

Oregon Wine Board

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OREGON WINE BOARD MEETING MINUTES

DEC. 8, 2015 <<FINAL>>

LOCATION: HOTEL VINTAGE, 422 SW BROADWAY, PORTLAND, OREGON

Attendance

Board: Ellen Brittan (Chairwoman), David Beck (Vice Chairman), Steve Thomson (Treasurer), Michael Donovan, Leigh Bartholomew, Bill Sweat (Chair Emeritus), John Pratt, JP Valot and Doug Tunnell

Staff: Tom Danowski, Rose Cervenak, Marie Chambers, Jessica Willey, Christina DeArment, Michelle Kaufmann and Carrie Hardison

At 11:45 a.m. Brittan called for an Executive Session in accordance with ORS192.660(2)(a), only the Board and press are allowed to participate. Staff and guests were excused.

MEETING OPENING

Call to Order

- Brittan called the OWB Board meeting to order at 1:09 p.m.

Board Minutes (Attachment)

Beck moved for approval of the Oct. 20, 2015 Board meeting minutes. Tunnell seconded, Donovan, Bartholomew and Sweat abstained and the motion carried.

MATTERS FOR DECISION

Finance Committee Report (Attachments)

- The treasurer gave the finance committee report.

Sweat moved that the Balance Sheet and P&L through Nov. 2015 be approved as submitted. Valot seconded and the motion carried.

Grant Proposals (Attachments)

- Beck introduced the two proposals up for decision.
- 11th International Terroir Congress Sponsorship: July 2016
 - There was some discussion about what budget the funds for the Terroir Congress would come from if the Board were to grant the request.
 - **ACTION: The Board directed the OWB staff to determine what budget the fund would come from and work with Greg Jones to utilize the grant in such a way that it will best support Brand Oregon and maximize visibility for the OWB.**

Tunnel moved that OWB fund the Terroir Congress in the amount of \$10,000. Thomson seconded and the motion carried unanimously.

- Wine History Archive

- Brittan and Tunnell recused themselves from the discussion regarding the Wine History Archive proposal since they are affiliated with Linfield College where the archive is housed.
- There was some discussion about how the digital content could be utilized by the industry.
- **ACTION: OWB will determine if the digital content is open to the public.**

Donovan moved that OWB fund the Wine History Archive proposal in the amount of \$11,021. Bartholomew seconded and the motion carried.

- **ACTION: OWB will confirm funding of each proposal by letter.**

Industry Awards Nominations/Vote (Attachments)

- The Board reviewed the summary of nominations.
- The Chairwoman asked for nominations from the floor.
 - Matt and Julie Pihl/Pihl Excavating were nominated for the Industry Partner award.
 - The Drouhin family was nominated for the Founders Award
- The Board agreed to award three regional winners for the Vineyard Excellence Award.
- The Board then voted by secret ballot and those ballots were given to Hardison to tally.
- **ACTION: Education Committee will consider refining the definition of each award category for 2017.**
- **ACTION: Cervenak will determine the most comprehensive list of past award winners, update with 2015 and 2016 recipients and send out to the Board.**

Nominations and Election of 2016 Officers

- The Chairwoman called for nominations of officers from the Board and the following slate of Directors who will also serve as the Executive Committee were nominated:
 - David Beck for Chairman
 - Steve Thomson for Vice Chairman
 - Ellen Brittan for Chair Emeritus
 - John Pratt for Treasurer

Donovan moved that the 2016 slate of officers be approved as presented. Tunnell seconded and the motion carried unanimously.

MATTERS FOR DISCUSSION

Education Committee (Attachment)

- There was discussion about how the content for technical sessions is developing.
- That discussion included a brief update on a research “keynote” speaker, Jerry Lohr.
 - **ACTION: Education Committee will consider a new title for the “research update” session.**

Marketing Committee (Attachment)

- Market Research
 - Willey gave a brief overview of the survey that was conducted by Christian Miller at Full Glass Research and presented some topline preliminary findings.

- **ACTION:** Once OWB receives the final report, the results will be shared with the Marketing Committee who will determine what if any action will be taken to update the industry.
 - It was suggested that distilling the data into a few important slides for wineries to use with distributors may be helpful and could be provided broadly as a toolkit.
- DeArment presented the final report of results from the 2015 industry survey which had been reviewed initially with the Board on Oct. 20

Brittan adjourned the OWB Board meeting at 3:58 p.m.